



# Window & Door®

## *Window & Door* Honors Industry Innovators with 2009 Crystal Achievement Awards

WASHINGTON, DC, September 2, 2009—Window & Door has announced its 2009 Crystal Achievement Award winners. Selected by a panel of judges representing all segments of the industry, the awards recognize significant innovations and achievements in window and door technology, manufacturing, and marketing.

"The weak economy has created tremendous challenges in the window and door market. Our Crystal Achievement Award winners are a testament to the strength and vitality of our industry," says John Swanson, editor/associate publisher. "Our winners make clear there's still a steady flow of new products and technologies emerging in our business, despite the hardships faced by so many companies."

"We also see some new faces in the Crystal Achievement class of 2009," notes Christina Lewellen, senior editor and coordinator of the awards program. "The shifting landscape in the industry has presented an opportunity for companies to pursue creative business practices and marketing approaches. This year's winners certainly rise above the status quo."

Featured in our September issue, Crystal Achievement Awards are being presented to the following companies:

#### **Most Innovative Window**

Large Manufacturer: Marvin Windows & Doors, for its Ultimate Push-Out Casement

Small/Medium Manufacturer: Hurd Windows & Doors, for its H3 Casement Window

#### **Most Innovative Door**

Large Manufacturer: Plastpro Inc., for its Trimmable Fiberglass Doors

Small/Medium Manufacturer: Luxbaum Windows + Doors, for its Folding Door System

#### **Most Innovative Window Component**

Screens Inc., for its Pollentec Screen

#### **Most Innovative Door Component**

ODL Inc., for its Solar Entry Light

#### **Most Innovative Plant**

Northeast Building Products, for its Philadelphia plant

**Most Innovative Machine**

Frame/Sash Fabrication: Stürtz Machinery, for its Linear Pro Automated Cutting and Fabrication System  
IG Production/Glazing: Besten Inc., for its TAPE MT1500 Insulating Glass Line

**Unique Innovation**

Harnser Solutions Inc., for its Eazi Lifter

**Most Innovative Marketing Program**

Large Manufacturer: Thermal Industries, a division of Atrium Cos., for its Training Tuesdays by Atrium program  
Small/ Medium Manufacturer: Gorell Windows & Doors, for its Green Seal Certification program  
Supplier: Edgetech I.G. Inc., for its Edgetech University booth at GlassBuild America 2008

**Best Product Literature**

Large Manufacturer: Harvey Building Products, for its product literature  
Small/Medium Manufacturer: Soft-Lite LLC, for its family of literature  
Supplier: Truth Hardware, for its interactive literature

**Best Industry Web Site**

Large Manufacturer: Marvin Windows & doors, for MyMarvin.com  
Small/Medium Manufacturer: Seaway Mfg. Corp., for SeawayMfg.com  
Supplier: Interlock USA, for InterlockNA.com

All the 2009 Crystal Achievement Award winning products, equipment and programs will be featured in the September issue of *Window & Door*, as well as the magazine's Web site, beginning in September.

**About *Window & Door***

*Window & Door* is the leading trade publication serving the fenestration industry. Its readership includes over 25,000 manufacturers, distributors, and dealers of windows, doors, skylights and other fenestration products. More information about the publication can be found at [www.WindowandDoor.com](http://www.WindowandDoor.com).

*Window & Door* is published by the National Glass Association (NGA), the largest trade organization representing the flat glass (architectural and automotive) industry. NGA members represent every level of the production chain from manufacturing, fabricating, and distribution to contract glazing, automotive glass replacement and repair, and retail sales. In addition to publishing the leading monthly and bi-monthly industry publications, NGA co-hosts GlassBuild America—the leading showcase for the flat glass processing and window and door manufacturing industries—as well as annual conferences and educational programs.

# Best Product Literature

## *Large Manufacturer*

### Product Literature System

#### Harvey Building Products

*Waltham, Mass.*

One of Harvey's initiatives this year was to revamp its manufacturing product literature system. For the past eight years, Harvey's product literature consisted of a 45-page brochure listing all of its manufactured window and door product lines. Although the presentation of all product lines in one brochure promoted cross-selling, it was not conducive to building professionals who preferred to sell certain products to the homeowner. When products were modified or added to Harvey's mix, it also made the entire brochure obsolete.

The new literature system takes care of several of the aforementioned issues. Instead of one brochure consisting of a compilation of all of the products, the company has created individual brochures for each of its numerous product lines. To package the individual pieces, officials created a durable pocket brochure. This brochure speaks to both the professional and the homeowner as it mentions Harvey's quality products, field service department, showroom locations as well as the company's dedication to contractors and remodelers.

Aside from creating a new system for displaying the product mix, the company also incorporated its new name, logo and brand identity into the new brochures. The separate brochures for each manufactured product line allow for customization of the product offering, and individual brochures decrease amount of waste compared to the comprehensive 45-page catalog of the past. The pieces include additional information on options for greater up-selling capabilities. The literature features more up-to-date content and photography targeting both key audiences—homeowners and professionals.

The pieces are organized in a premium stock pocket folder with extended pocket for aesthetic appeal and added durability. The folder includes an area for professionals' or Harvey sales representatives' business cards. There is a blank area on the back of all brochures to allow professionals to imprint their own contact information.

—end—



*Rather than trying to show all its products in one piece of literature, Harvey created individual pieces to better meet the need of its customers that preferred to focus on certain products.*

#### **Judge's Comment:**

*"The new product literature is easy to use and presents the products clearly. It's a smart use of resources."*